

IGNITE 2026: Undergraduate Innovation Pitching Challenge

“Transform Your Ideas into Impactful Solutions”

Introduction

IGNITE 2026 – Undergraduate Innovation Pitching Challenge is organized by the **Knowledge and Technology Transfer Office (KTTO), Rajarata University of Sri Lanka**, to inspire and encourage innovation, creativity, and entrepreneurship among undergraduates.

The competition provides a platform for RUSL undergraduate students to present their innovative ideas, research-based solutions, and entrepreneurial concepts while receiving valuable feedback and guidance from experienced academics, industry experts, entrepreneurs, and innovation professionals.

Through this initiative, students will have the opportunity to transform their ideas into impactful solutions, explore commercialization opportunities, and develop skills required for innovation-driven entrepreneurship.

The competition will be conducted initially at the **Faculty level**, where Faculty Coordinators will organize internal idea pitching sessions and select the best ideas to represent each Faculty at the final IGNITE 2026 pitching event.

The final pitching event will be held in **3rd December 2026**, where selected finalists will present their ideas before an expert judging panel. The best-performing ideas will be recognized and awarded certificates and medals.

Objectives

The main objectives of **IGNITE 2026 – Undergraduate Innovation Pitching Challenge** are as follows:

- To cultivate an innovation and entrepreneurship culture among undergraduate students of Rajarata University of Sri Lanka;
- To identify creative and innovative ideas with potential for further development and commercialization;
- To provide a platform for students to showcase their solutions to real-world problems;
- To enhance students' knowledge and skills in idea development, innovation management, and pitching;
- To encourage collaboration between students, academics, industry partners, and innovation ecosystems;
- To support students in transforming innovative concepts into impactful products, services, or social solutions.

Eligibility & Requirements

- The competition is open to all registered undergraduate students of Rajarata University of Sri Lanka;
- Participants can submit ideas individually or as a team;
- A team should consist of a maximum of **three (03) members**;
- Multidisciplinary teams consisting of students from different faculties are highly encouraged;

Eligible ideas may include:

- Innovative products;
- Technology-based solutions;
- Research-based innovations;
- Social innovations;
- Environmental solutions;
- Business and entrepreneurial ideas;

Submitted ideas should demonstrate creativity, innovation, feasibility, and potential impact.

Stages of the Competition

STAGE 1 – Faculty Level Idea Pitching

The first stage of the competition will be conducted at the Faculty level.

Each Faculty Coordinator will organize an internal pitching session and evaluate the submitted ideas. The best ideas from each Faculty will be selected to participate in the final pitching event.

Selected finalists will receive an invitation to participate in the **IGNITE 2026 Final Pitching Event**. You have to submit your pitching idea to your respective Faculty coordinator through email with a submission letter through the head of the department and dean on or **before 15th September 2026**.

STAGE 2 – IGNITE 2026 Final Pitching Event

The selected finalists will present their innovative ideas before a panel of judges consisting of academics, industry experts, entrepreneurs, and innovation professionals.

Each finalist/team will deliver a short pitch followed by a question-and-answer session with the judging panel.

Based on the evaluation criteria, the following award categories will be selected:

Award Categories

 **Winner**

 **1st Runner-up**

 **2nd Runner-up**

Certificates and medals will be awarded to recognize the achievements of the winners.

Important Dates

30th September 2026 : Faculty Level Idea Pitching

12th October 2026 : Submission of selected ideas by Faculties to the KTTO

3rd December 2026 : IGNITE 2026 final pitching event

Evaluation Criteria

Ideas will be evaluated based on the following criteria:

Evaluation Criteria	Description	Marks
Innovation & Creativity	Originality, novelty, and uniqueness of the idea.	20
Problem Identification	Clearly identifies a real-world problem or need and explains its significance.	15
Solution & Value Proposition	Effectiveness of the proposed solution and the value it provides to users or society.	20
Feasibility	Practicality of implementing the idea with available technology and resources.	15
Impact & Commercialization Potential	Potential social, environmental, or economic impact and opportunities for commercialization or technology transfer.	15
Presentation & Pitch Delivery	Clarity, confidence, organization, visual aids, time management, and ability to engage the audience.	10
Response to Judges' Questions	Demonstrates understanding of the idea and responds confidently and logically to questions.	5
Total		100

Pitching Guidelines

- Each team will be given a 5 minute time period to present their idea;
- The presentation should clearly explain (same presentation format):
 - The problem being addressed;
 - The proposed innovative solution;
 - Novelty and uniqueness of the idea;
 - Potential users/beneficiaries;
 - Future development or commercialization potential;
- All information presented must be accurate and represent the team's original work;
- Any form of plagiarism or misrepresentation will result in disqualification.

Faculty Coordinators for Idea Submission

Name of the Faculty	Key Contact Person	E mail Address
Faculty of Agriculture	Mrs. Chamarika Priyadarshani	cpchamarika@gmail.com
Faculty of Applied Sciences	Dr. Suchitra Senevirathne	suchithra@as.rjt.ac.lk
Faculty of Management Studies	Mr. Sadeep Gunathunga	sadeepg@mgt.rjt.ac.lk
Faculty of Medicine and Allied Sciences	Prof. Subhashini Senadheera	subhashini@med.rjt.ac.lk
Faculty of Social Sciences and Humanities	Mrs. JMG Lalani	lalani@ssh.rjt.ac.lk
Faculty of Technology	Ms. Lalani Fernando	lrfernan@tec.rjt.ac.lk

Contact Information

For further information, please contact:

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